



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 05/07/12 Page 1 of 2

Flight Dates 05/08/12-05/14/12

Contract / Revision 296850 / Product Wil Cardon for Senate 2012

Original Date / Revision 05/07/12 05/07/12 Agency Com 15%

Billing Contact

Advertiser Cardon / Republican / Senat

PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

500 N Washington Street - Suite #31
Alexandria, VA 22314

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
May 2012	50	\$38,292.50	\$45,050.00	0.00	04/30/12	05/14/12	50	\$38,292.50	\$45,050.00
Totals	50	\$38,292.50	\$45,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	05/08/12	05/14/12	M-F 430-5am M-F 430am News	CM	430-5am	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-1111--		4				\$50.00		0.00			
		Week: 05/14/12	05/20/12	1-----		1				\$50.00		0.00			
N 2	KNXV	05/08/12	05/14/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-1111--		4				\$200.00		0.00			



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Contract / Revision 296850 Flight Dates 05/08/12-05/14/12

Hiatus Dates

Original Date / Revision 05/07/12/ 05/07/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	KNXV	05/08/12	05/14/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/12	05/20/12	1-----					1	\$200.00		0.00			
N 3	KNXV	05/08/12	05/14/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-1111--					4	\$600.00		0.00			
		Week: 05/14/12	05/20/12	1-----					1	\$600.00		0.00			
N 4	KNXV	05/08/12	05/14/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-1111--					4	\$700.00		0.00			
		Week: 05/14/12	05/20/12	1-----					1	\$700.00		0.00			
N 5	KNXV	05/08/12	05/14/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-1111--					4	\$850.00		0.00			
		Week: 05/14/12	05/20/12	1-----					1	\$850.00		0.00			
N 6	KNXV	05/08/12	05/14/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11212--	:30	7	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-1212--					6	\$1,200.00		0.00			
		Week: 05/14/12	05/20/12	1-----					1	\$1,200.00		0.00			
N 7	KNXV	05/12/12	05/12/12	SA 630pm-7pm Sat Wheel of Fortune	CM	630pm-7pm	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-----S-					1	\$650.00		0.00			
N 8	KNXV	05/08/12	05/08/12	Tuesday Prime C Private Practice	CM	9pm-10pm	-T-----	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-T-----					2	\$5,000.00		0.00			
N 9	KNXV	05/08/12	05/14/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	22222--	:30	10	\$1,100.00	P-2	0.00	NM	10	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-2222--					8	\$1,100.00		0.00			
		Week: 05/14/12	05/20/12	2-----					2	\$1,100.00		0.00			
N 10	KNXV	05/08/12	05/14/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/12	05/13/12	-1111--					4	\$600.00		0.00			
		Week: 05/14/12	05/20/12	1-----					1	\$600.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 50 \$45,050.00